

JOINT MEDIA STATEMENT

Thirteenth Conference of the ASEAN Ministers Responsible for Information and Fourth Conference of ASEAN Plus Three Ministers Responsible for Information

“One ASEAN: Connectivity. Community. Opportunity.”

Lapu-Lapu City, Cebu, Philippines, 17 March 2016

=====

1. The Republic of the Philippines hosted the Thirteenth Conference of the ASEAN Ministers Responsible for Information (13th AMRI) and the Fourth Conference of ASEAN Plus Three Ministers Responsible for Information (4th AMRI+3) in Lapu-Lapu City, Cebu, the Philippines on 17 March 2016.
2. The Conferences were preceded by the 14th Meeting of ASEAN Senior Officials Responsible for Information (SOMRI) on 15 March 2016, as well as its meetings with the Plus Three Countries and Japan on 16 March 2016.

Opening Ceremony

3. The Opening Ceremony started with the remarks of Hon. Paz C. Radaza, Mayor of Lapu-Lapu City, Province of Cebu. She welcomed all the delegates and expressed great honour for Lapu-Lapu City to host distinguished Ministers and guests of the 13th AMRI and Related Meetings.
4. The ASEAN Anthem 'The ASEAN Way' was played in the opening ceremony.
5. The chairmanship of the ASEAN Ministers Responsible for Information was turned over from Myanmar to the Philippines.
6. The Conference was chaired by H.E. Herminio B. Coloma Jr., Secretary of the Philippine Presidential Communications Operations Office. H.E. Dr. Yaacob Ibrahim, Minister for Communications and Information of Singapore, acted as Vice Chair. The list of Ministers and representatives from all ASEAN Member States and the Plus Three Countries appears as **ANNEX 1**.

A new chapter for the information sector in the ASEAN Community

7. The Ministers noted that 2016 is an important year for ASEAN, including the information sector. This is the first year of a new phase for ASEAN since the establishment of the ASEAN Community on 31 December 2015.
8. The Ministers were pleased to note that the ASEAN information and media sector is progressing steadily in raising ASEAN awareness and building a sense of community. The synergy in the communication efforts of AMRI and the three ASEAN

pillars aligned to the ASEAN Communication Master Plan (ACMP) has resulted in enhanced understanding of ASEAN and gathered wide support for its community building process.

9. With the establishment of the ASEAN Community, the Ministers agreed that the information sector shall work together with all ASEAN sectors to promote a people-oriented, people-centred community as envisioned by *ASEAN 2025: Forging Ahead Together*. This will allow ASEAN to be presented as a “One Community of Opportunities” where our peoples can actively participate in ASEAN events and activities, enjoy a higher quality of life, and proactively contribute to the global community.

10. Building on the momentum of *ASEAN 2025: Forging Ahead Together*, the Ministers considered and adopted the Strategic Plan for Information and Media 2016-2025. The Strategic Plan (which appears as **ANNEX 2**) is a 10-year guiding document that will be used to develop annual work plans in the fields of information and media. This document will also guide the information sector in supporting other community pillars and sectors with their communication needs, and advocate the policies and initiatives implemented by ASEAN. The key strategies of this document are:

- a. Advancing cooperation and ASEAN-level agreements to provide regional mechanisms to promote access to information;
- b. Encouraging the development of programs and the dissemination of information on the benefits and opportunities offered by the ASEAN community and promote mutual respect, appreciation of diversity and a sense of belonging in this integrated region;
- c. Harnessing the use of information and communication technologies across different groups as a means to connect with the regional and global community; and
- d. Engaging media professionals, research, business and other entities in collaborative development of ASEAN-relevant content.

11. The Ministers commended the efforts of the three SOMRI Working Groups (WGs), namely: ASEAN Digital Broadcasting; Content and Production; and Information, Media and Training. The Ministers looked forward to the realisation of the WGs’ priorities in collaborating on frequency spectrum management for digital broadcasting, making ASEAN more attractive to content producers, promoting media literacy, effective and constructive utilisation of social media, and capacity-building of media personnel.

12. The Ministers lauded the success of long-term projects in the information sector, notably the ASEAN Television News: Integrates, Informs, Inspires (since 1998), ASEAN Quiz (since 2000), and Voice of ASEAN - Beyond Boundaries (formerly ASEAN in Action, since 1994).

13. The Ministers welcomed the proposal of the ASEAN Committee on Culture and Information (ASEAN COCI) to expand its platforms through linkages with other online learning resources, news agencies, and media players such as editors and bloggers.

14. The Ministers agreed on the necessity to monitor the level of ASEAN awareness on a regular basis.

Celebrations for the 50th Founding Anniversary of ASEAN

15. The Ministers discussed the preparations to commemorate the 50th Founding Anniversary of ASEAN, which falls on 8 August 2017, with impact throughout the region. As such, they tasked senior officials and its working groups to work closely with other sectors and ASEAN bodies to ensure its success.

Cooperation with Dialogue Partners

16. The Ministers shared views on the progress of ASEAN cooperation with Dialogue Partners in the field of information and media.

17. The ASEAN Plus Three Ministers discussed and agreed on new deliverables and milestones of the Work Plan on Enhancing ASEAN Plus Three Cooperation Through Information and Media (2012-2017).

18. The ASEAN Ministers appreciated China's efforts in cooperation with AMS in areas such as broadcasting and publications to foster friendly ASEAN-China ties and good-neighbourly relations. The ASEAN Ministers appreciated several initiatives of China to cooperate with ASEAN and the ASEAN Plus Three mechanism. The Ministers were briefed on the progress of the Work Plan on Enhancing ASEAN-China Cooperation through Information and Media (2015-2017). China will make concrete efforts to implement those projects contained in the Work Plan.

19. The ASEAN Ministers welcomed the progress of cooperation with Japan on information and broadcasting, especially on TV technology, documentaries and human resource development. The ASEAN Ministers noted that the 1st Meeting of ASEAN-Japan Senior Officials Responsible for Information had developed cooperation programs for 2016-2017. The Ministers welcomed the ASEAN-Japan Cooperation Initiatives for Broadcasting and Television to be implemented with financial support from Japan-ASEAN Integration Fund and other funds.

20. The ASEAN Ministers noted the proposal from the Republic of Korea (ROK) on possible ways through which ASEAN and the ROK can collaborate, in addition to the ASEAN Plus Three framework. The ASEAN Ministers welcomed the furtherance of media exchanges with the ROK, including exchanges in digital broadcasting technology as well as co-production of digital content, exchanges and training of media personnel and the development of human resources.

Closing and Acknowledgment

21. The Ministers agreed to convene the 14th Conference of the ASEAN Ministers Responsible for Information (14th AMRI) and its related meetings with Dialogue Partners in Singapore in 2018.

22. The Ministers expressed their sincere thanks and appreciation to the Government and people of the Philippines for the warm hospitality and excellent arrangements made for the 13th AMRI Conference. The Conference was held in the traditional spirit of ASEAN solidarity and cordiality.

ANNEX 1**LIST OF MINISTERS AND REPRESENTATIVES**

1. H.E. Dato Hamdan Abu Bakar, Deputy Minister, Prime Minister's Office, Brunei Darussalam;
2. H.E. Dr. Khieu Kanharith, Minister of Information, Cambodia;
3. Mr. Djoko Agung Harijadi, Director General of Information and Public Communication, Ministry of Communication and Information Technology, representing Minister of Communication and Information Technology, Indonesia;
4. Mr. Thonglor Duangsavanh, Director-General of Foreign Languages Newspaper, Ministry of Information, Culture and Tourism, representing Minister of Information, Culture and Tourism, Lao PDR;
5. H.E. Dato' Ibrahim Abdul Rahman, Director General, Department of Information, representing Minister of Communications and Multimedia, Malaysia;
6. H.E. Ye Htut, Union Minister for Information, Myanmar;
7. H.E. Herminio B. Coloma, Secretary, Presidential Communications Operations Office, Philippines;
8. H.E. Dr. Yaacob Ibrahim, Minister for Communications and Information, Singapore;
9. Dr. Charoon Chaisorn, Deputy Director-General, Government Public Relations Department, representing Minister Attached to the Prime Minister's Office, Thailand;
10. H.E. Nguyen Thanh Hung, Vice Minister, Ministry of Information and Communications, Viet Nam;
11. H.E. Le Luong Minh, Secretary-General of ASEAN;
12. H.E. Guo Weimin, Vice Minister, State Council Information Office, People's Republic of China;
13. Mr. Kiyoshi Mori, Director-General for International Affairs, Global ICT Strategy Bureau, representing Minister for Internal Affairs and Communications, Japan; and
14. H.E. Kwan-Joo Chung, First Vice Minister, Ministry of Culture, Sports and Tourism, Republic of Korea.

ANNEX 2**ASEAN Strategic Plan for Information and Media 2016-2025****1. Introduction**

The ASEAN Socio-Cultural Community (ASCC) Blueprint 2015 guided the ASEAN Community's strategies and programs that are people-oriented, environmentally friendly, and promoted sustainable development. Building an ASEAN identity was one of the core elements of the ASCC Blueprint that, among others, sought to promote ASEAN awareness and a sense of community. Information and media were critical forces that shaped ASEAN awareness and community-building through such action points as the implementation of regional and national communication plans and the concerted production and broadcast of multi-media materials about ASEAN. The media throughout the region were also engaged in promoting ASEAN's culture, heritage, and history.

As the ASEAN Community moves forward, cooperation in information and media shall capitalize the achievements in the ASCC Blueprint's implementation while also continue to address persistent challenges in information dissemination and awareness-raising to further instill a sense of belonging and identity among ASEAN citizens, and that brings new opportunities to the people of ASEAN and the broader global community.

Efforts have to be also cognizant of the development of the media landscape, and the rapid changes in technology that are being widely adopted by ASEAN citizens, thus ensuring that the messages of ASEAN are delivered through different media outlets using relevant communication tools. Alongside the fast adaptation of new technologies, traditional and community-level media (community radio, newspapers) should not be overlooked as these are still predominantly used in rural areas. Moreover, the languages used in any information and media formats have to be continually adapted to the diversity of languages in the region to facilitate wider access to information.

With the development of the ASCC Blueprint 2025, the Strategic Plan for information and media will operate under the said document's vision of an ASEAN Community that engages and benefits the people and is inclusive, sustainable, resilient, and dynamic. The information sector is particularly relevant to the ASCC Blueprint's vision of a dynamic and harmonious community that is aware and proud of its identity, culture, and heritage with the strengthened ability to innovate and proactively contribute to the global community.

2. Objectives

The Strategic Plan for Information and Media (2016 – 2025) is a 10-year plan that will guide the development and cooperation of information and media sector in our region towards: supporting other community pillars and sectors with their communication needs; advocating the policies and initiatives implemented by ASEAN; and

communicating with our peoples through different platforms to promulgate the benefits of ASEAN's development.

3. Key Strategies

The key strategies of the ASEAN Strategic Plan for Information and Media 2016-2025 include:

- 3.1 Advancing cooperation and ASEAN-level agreements to provide regional mechanisms to promote access to information
- 3.2 Encouraging the development of programs and dissemination of information on the benefits and opportunities offered by the ASEAN community and promote mutual respect, appreciation of diversity and a sense of belonging in this integrated region
- 3.3 Harnessing the use of information and communication technologies across different groups as a means to connect with the regional and global community
- 3.4 Engaging media professionals, research, business and other entities in collaborative development of ASEAN-relevant content

4. Proposed Actions

- 4.1 Strategy 1: Advancing cooperation and ASEAN-level agreements to provide regional mechanisms to promote access to information

Priority Areas of Action

- 4.1.1 Study the state of information and media sector in ASEAN
 - 4.1.2 Develop ASEAN-level agreements, action plans and/or cooperation frameworks to guide continued coordination and collaboration of AMS and other dialogue partners
 - 4.1.3 Implement regional initiatives, including the use of local languages in media, to broaden ASEAN awareness and community-building
 - 4.1.4 Further strengthen cooperation regarding the implementation of the National Communication Plans, and provide support to other sectors in the development and effectiveness of their communication strategies on ASEAN, to in tune with the ASEAN Communication Master Plan
 - 4.1.5 Develop Public-Private Partnership (PPP) initiatives to enable access of information
 - 4.1.6 Intensify cooperation within ASEAN and with Dialogue Partners
 - 4.1.7 To promote/brand ASEAN's image and to raise respect for ASEAN so as to support our businesses and people within and outside our region
- 4.2 Strategy 2: Encouraging the development of programs and dissemination of information on the benefits and opportunities offered by the ASEAN community and promote mutual respect, appreciation of diversity and a sense of belonging in this integrated region

Priority Areas of Action

- 4.2.1 Cooperate with the education sector to develop teaching materials on ASEAN
 - 4.2.2 Share best practices, provide support and capacity building programmes to improve a multiplatform access to information, e.g. library, museum, community centre, etc.
 - 4.2.3 Use multimedia platforms and events to engage women, young people and the general public and to raise their knowledge of ASEAN
 - 4.2.4 Support co-production involving various ASEAN Member States, such as on travel and lifestyle to share knowledge and awareness of the ASEAN community and promote people-to-people connectivity in ASEAN
 - 4.2.5 Facilitate exchange of ideas and creative collaboration, such as film, performing arts, and music industry players, to broaden their reach in AMS and beyond the region
 - 4.2.6 Develop the capability, know-how, and network of young ASEAN media personnel and producers in developing ASEAN content
- 4.3 Strategy 3: Harnessing the use of information and communication technologies across different groups as a means to connect with the regional and global community

Priority Areas of Action

- 4.3.1 Use new media in disseminating information on ASEAN consolidation, solidarity, diversity and unity
 - 4.3.2 Collaborate with other sectors to facilitate technology development and improve accessibility in the information and media sector
 - 4.3.3 Facilitate development of ICT apps to promote the creation and production of digital content and dissemination of ASEAN content to different groups
 - 4.3.4 Engage managers of new media platforms with ASEAN integration content
- 4.4 Strategy 4: Engaging media professionals, research, business and other entities in collaborative development of ASEAN-relevant content

Priority Areas of Action

- 4.4.1 Facilitate collaboration of media professionals in AMS to enhance their professional competence and knowledge to better cover and disseminate ASEAN stories
- 4.4.2 Implement education and training programmes for media personnel through involvement of relevant stakeholders
- 4.4.3 Nurture innovation and creativity for increasing diversity of content and the development of the information and media sector
- 4.4.4 Facilitate inter-cultural dialogue among and between peoples of different groups within and outside ASEAN

4.4.5 Recognise and reward the development and distribution of ASEAN-relevant content

5. Funding Arrangements

In order to ensure full participation of ASEAN Member States and the ASEAN Dialogue Partners, implementing the projects under this strategic plan can be funded fully or partially under the existing and new financing sources which include the ASEAN Cultural Fund, ASEAN Dialogue Partners, International Organizations, ASEAN Member States, and other public or private institutions.

6. Monitoring and Reporting

The ASEAN Secretariat shall provide a regular report on the progress of this strategic plan.

The mid-term evaluation will be conducted in 2020 and the end-of-term evaluation in 2025.

7. Amendments

The Strategic Plan may be amended when necessary and as agreed by AMRI.
